

American Fruit Grower

WESTERN EDITION
JULY • 1955



BUYER'S GUIDE



MR. GROWER

BE SURE YOUR INSECT CONTROL INCLUDES
MALATHION. REMEMBER MALATHION IS ONLY
INSECTICIDE WHICH GIVES YOU HIGH TOXICITY
TO INSECTS TOGETHER WITH LOW TOXICITY TO
MAN AND ANIMAL, PLUS QUICKLY DISAPPEARING
RESIDUES AND COMPATIBILITY WITH MOST
COMMONLY USED INSECTICIDES AND FUNGICIDES.
WRITE TODAY FOR "MALATHION GROWER'S GUIDE."

AMERICAN CYANAMID COMPANY
AGRICULTURAL CHEMICALS DIVISION

30 Rockefeller Plaza

New York 20, N.Y.

P.S. MALATHION KILLS FLIES, TOO!

American Fruit Grower

REG. U.S. PAT. OFF.

The Only National Fruit Publication

Vol. 75 JULY, 1955 No. 7

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fruit grower with a green thumb!

He's Richard Lawsen, Highland, California. With his father and brother, Ray, he has a successful citrus business. They credit much of their success to their CAT* Diesel orchard Tractor. Here's what Ray says: "This D2 never stops. It goes right along without any trouble. We use it hard, with plenty of turning. We had another make that couldn't begin to compare with this D2."

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BIGGER YIELDS OF BETTER FRUIT... because fruit growers get their sprays and cultivation done in time, weather-or-no.

LOWER FUEL AND MAINTENANCE COSTS... Cat Diesel Tractors often save hundreds of dollars in fuel bills each year in comparison to gasoline wheel-type tractors.

MORE EFFICIENT USE OF LABOR... one man can do the work of several when he's in the seat of a Caterpillar Diesel Tractor.

It all adds up to this: husky, yellow crawlers have earned the reputation for production, economy and efficiency. Call your Caterpillar Dealer and you, too, can soon be on the road to more profitable fruit growing.

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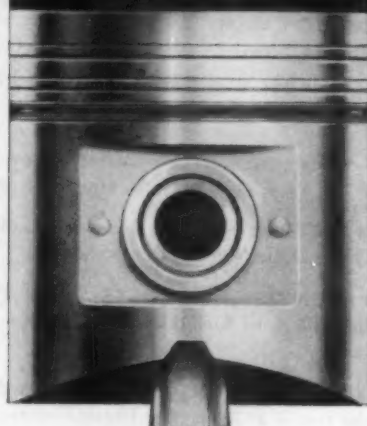
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Look under the hood!

The piston travels this far in a typical long stroke engine

**OLD
LONG STROKE
ENGINE**



This much piston travel is saved

**NEW
SHORT STROKE
ENGINE**



...when the piston travels only this far ... as in a modern Ford Short Stroke engine

Something **NEW** is happening to truck engines! It's called modern Short Stroke design! It increases piston ring life up to 53%! It cuts engine friction as much as 33%! It saves up to one gallon of gas in seven. And Ford's got it in *every* truck!

When you shorten the "stroke" of an engine you automatically cut down the distance a piston has to travel.

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Differences between outdated long stroke engines and Ford's modern Short Stroke design seem small, but they're not. In one case for instance, Ford's stroke is shorter by 1-2/3 inches. But when you consider two strokes per engine revolution, and 1,500 revolutions *per minute*, this adds up to 5,121 miles less piston travel per Short Stroke piston during an average year's driving of 26,000 miles.

With modern Short Stroke engines in every truck model, is it any wonder that Ford was the only leading truck manufacturer to show sales increases during the year 1954.



To be sure you're getting a Short Stroke engine make sure the "stroke" is shorter than the "bore."

Only Ford Trucks give you money-saving Short Stroke power in every engine V-8 or Six!

You get a special extra bonus as well as regular savings in modern Short Stroke design.

Reduced friction, longer engine life, and gas savings offer such wonderful regular dividends that the whole truck industry is beginning a major switch to Short Stroke engines.

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New Money Maker Ford Trucks for '55 save three ways:
(1) Modern Short Stroke power in every model saves gas.
(2) Modern DRIVERIZED CAB convenience saves work.
(3) Modern high-payload construction saves trips.

Ford Triple Economy Trucks

*The
MONEY MAKERS
for '55*

You Just Naturally Get More in a JOHN DEERE TRACTOR



CHOOSING a light tractor? John Deere not only offers the right type to fit your needs, but when you choose John Deere, you get the *extra value* in construction and operation for which John Deere Two-Cylinder Tractors have long been known.

Whichever model you choose, you get the same dependable quality of construction, ease of handling, never-say-die lugging power, and the many comfort features that mean easier days in the field.

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Handy "live" Touch-o-matic hydraulic system and Load-and-Depth Control are built-in features, as is the convenient, time-saving standard 3-point hitch.

There are ten models to choose from in the "40" Series alone, each with the same smooth-functioning, simple but powerful John Deere-built engine that ranks as one of the finest ever put into a farm tractor.

"40" UTILITY

If you have orchard or vineyard work to do, you are sure to like the "40" Utility, with 2-plow power. This Illinois apple grower is mowing with the John Deere Center-Mounted Mower.



"60" GROVE

A "60" Grove Tractor answers your needs for heavy-duty 3-4 plow power and features such exclusives as Duplex Carburetion, Cyclonic Fuel Intake, and All-Weather Manifold.

ALL-WEATHER "40" CRAWLER



... the simple, rugged crawler with amazing power for year-around, all-around work. Compact and low, it's ideal for getting around in tight places. Comfortable seat, "live" hydraulic power, PTO, and many other practical features. Pulls 8-foot, double-action disk harrows, other tools in proportion.

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Make Fruit Profits More Certain!

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for Easier More Effective Control!

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For Real "Money Fruit" at Harvest Time!

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HORMONE SPRAY POWDER
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HORMONE SPRAY LIQUID
(Triethanolamine Salt of Alpha (2,4,5-Trichlorophenoxy) Propionic Acid)

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Look what these pre-harvest sprays do!

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- help improve the color, size and quality of the fruit
- eliminate almost all need for spot picking
- ease labor problem by stretching out picking season
- increase your harvest of "money fruit"

†General Chemical Trade-Mark

GENERAL CHEMICAL DIVISION

ALLIED CHEMICAL & DYE CORPORATION

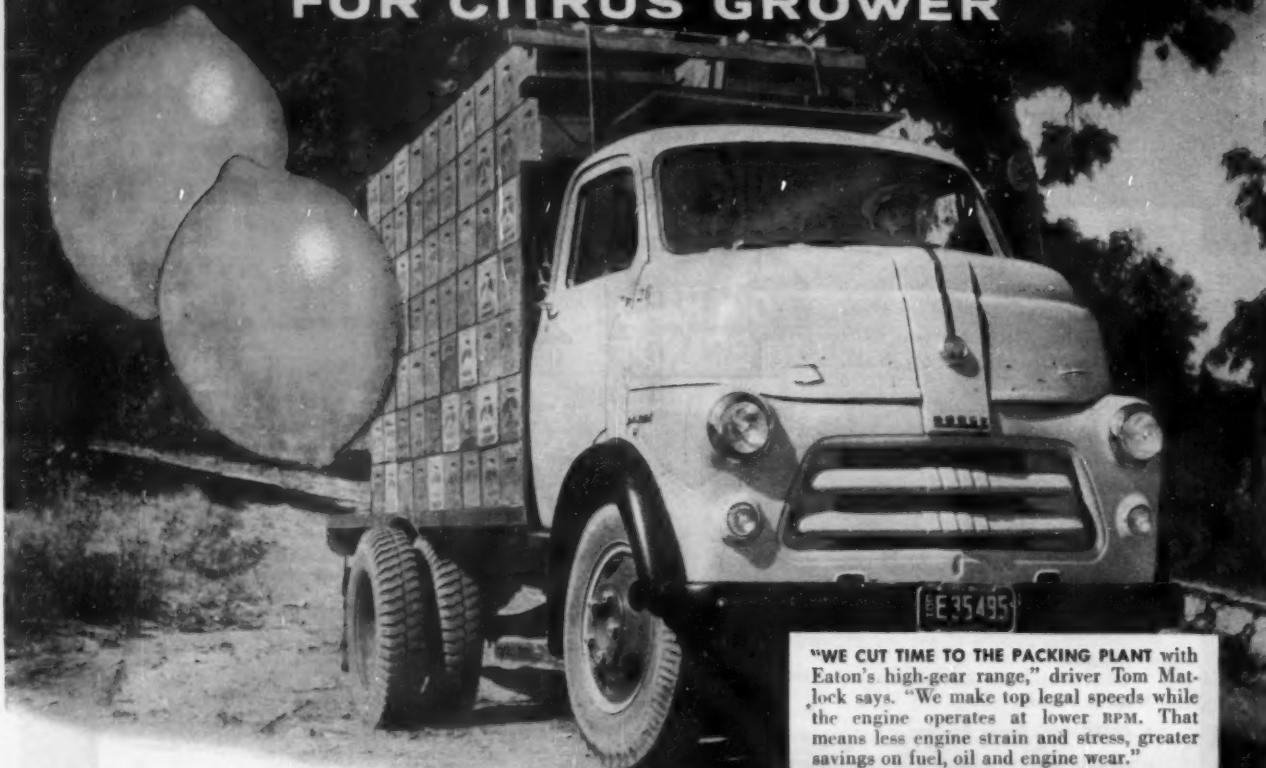
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Serving Agriculture from Coast to Coast



Eaton 2-Speed Axle

SQUEEZES DOWN OPERATING COSTS FOR CITRUS GROWER



"WE CUT TIME TO THE PACKING PLANT with Eaton's high-gear range," driver Tom Matlock says. "We make top legal speeds while the engine operates at lower RPM. That means less engine strain and stress, greater savings on fuel, oil and engine wear."

"FOR STOP-AND-GO DRIVING, Eaton's low-gear range is the greatest," says President R. L. Hampton. "With it, we pull smoothly out of soft ground, pick up the crop quickly, conveniently and economically."

"RECORDS prove the Eaton 2-Speed Axle is ideal for our operation," says R. L. Hampton, President and Manager of the Corona Foothill Lemon Co., Corona, California. "It reduces our costs."

Eaton 2-Speeds measure up best with driver Tom E. Matlock, too. "Inching through the groves, Eaton's pull in the low-gear range prevents us from getting trapped in soft ground with full loads. I handle our Eaton-equipped Dodge with ease and avoid that 'aching-back' feeling at the end of the day."

"On highway runs," continues Hampton, "Eaton's high-gear range delivers legal speeds at lower engine RPM. That saves engine strain, prolongs engine life and reduces gas costs. The Eaton 2-Speed always turns in a dependable job."

Get the facts firsthand. Ask your truck dealer to demonstrate the unmatched performance and efficiency of an Eaton 2-Speed Axle.



"WE ALWAYS RECOMMEND EATONS," reports Glen T. James (right), owner of James Motors, Dodge truck dealer, Corona, California. To Tom Matlock, Mr. James says, "Dodge trucks with Eaton 2-Speed Axles assure farmers of top field and highway versatility. For us, it means satisfied customers who come back again for Eaton-equipped Dodge trucks."

EATON

EATON MANUFACTURING COMPANY, CLEVELAND, OHIO

2-SPEED TRUCK AXLES



MORE THAN
2 MILLION
EATON AXLES IN TRUCKS TODAY

PROJECT ADEQUATE ROADS: Out-of-date highways slow you down, add dollars to your marketing expense. Get behind the crusade for better roads which are vital to the nation's prosperity.

AMERICAN FRUIT GROWER



NEW CHEVROLET *Task-Force* TRUCKS

From America's No. 1 truck builder—the most modern trucks money can buy! With features available in no other make—advance-designed to save money on every farm hauling job!



With their axle-to-axle engineering advances, these new Task-Force trucks do your work in record time with record economy. With new bodies, higher capacities, new frames, plus the biggest choice of power in Chevrolet

truck history—you get the *most* for your new truck investment today . . . and *more* at trade-in time tomorrow! See the new Task-Force line at your Chevrolet dealer's . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



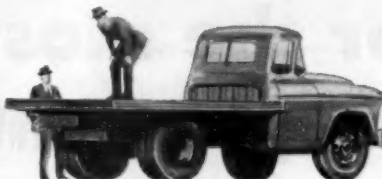
New Styling in Trucks

Offering two distinctively different design treatments! New Task-Force cabs feature panoramic windshield and High-Level ventilation.



New 18,000-lb. GVW Capacity

Get this hefty maximum GVW in new 2-ton models. All models have more durable standard-width frames, plus new suspension front and rear.



New Overdrive or Hydra-Matic

New Overdrive is optional on $\frac{1}{2}$ -ton models at extra cost. Truck Hydra-Matic is available on $\frac{1}{4}$ -, $\frac{3}{4}$ - and 1-ton models, optional at extra cost.



Six New "High-Voltage" Engines

The most modern engines in the industry! All six feature a new 12-volt electrical system for faster, surer starts; increased generator capacity.



New Power Brakes, Tubeless Tires

Driving safety is increased with Power Brakes! Standard on 2-ton models, optional at extra cost in all others. Tubeless tires standard on $\frac{1}{2}$ -ton models!



New Handling Ease with Power Steering

Power Steering cuts turning effort up to 80 per cent . . . helps keep you "on course" even on rough back roads. Available as an extra-cost option.



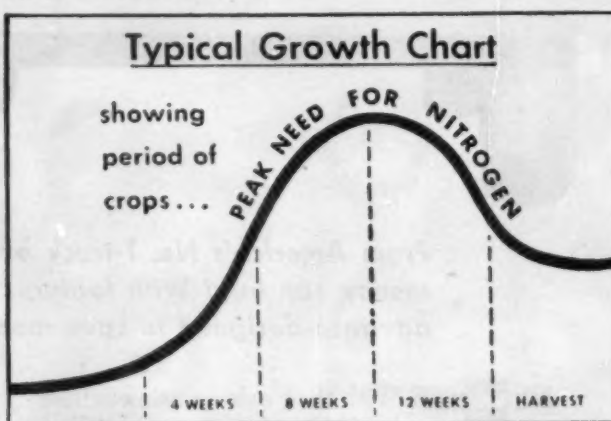
1. "NuGreen" works fast as a foliage spray. Combine it with pest-control sprays to save time, labor. Won't corrode equipment.



2. "NuGreen" is efficient for top dressing . . . resists leaching, stays in the soil. Releases nitrogen when tree growth needs it most.



3. "NuGreen" is ideal for application in irrigation systems. It dissolves readily in water, reaches roots because it's not fixed at soil surface.



4. Different fruits need nitrogen at different growth stages. For a quick nitrogen boost when the need is greatest, apply "NuGreen" in foliage sprays. For season-long feeding, apply early as top dressing.

For the most profit from supplemental nitrogen

... use NuGREEN[®] FERTILIZER COMPOUND

Examples on this page illustrate some of the many reasons why "NuGreen" is your best buy when your crops need more nitrogen than is included in your other fertilizer materials.

"NuGreen" is concentrated . . . contains 45% nitrogen. It's in free-flowing shot form. Comes in 80-lb. bags. See your dealer for "NuGreen" and write to us for literature about its use on your particular crops.

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BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

NuGREEN[®] FERTILIZER COMPOUND

Your best buy in supplemental nitrogen



We Are Gaining on the MATURITY PROBLEM

Peaches ARE reaching consumers in more desirable condition — thanks to modern handling methods

By M. J. DORSEY

Secretary, National Peach Council

LAST summer I could have bought peaches in the markets of Urbana, Ill., from every one of the main peach producing states — Alabama, Georgia, North and South Carolina, Arkansas, Virginia, West Virginia, Maryland, Pennsylvania, New Jersey, Michigan, Indiana and Illinois. From the West, there were peaches from California, Washington, and Colorado.

The produce trade is organized to make every market in the country available to almost every producing region. There may be faults in the system, and we often complain about the final offering to the consumer, but nevertheless, this is some achievement.

Now let us look at the offerings in this market objectively, as the consumer does, and see what we find. I did this, not only in the Champaign-Urbana markets, but in hundreds of others, particularly in the Upper Mississippi Valley area where distant shipments were involved.

As we would expect with produce coming from so many different sources, the quality of the fruit varied a lot. By and large, however, particularly in the distant shipments, a

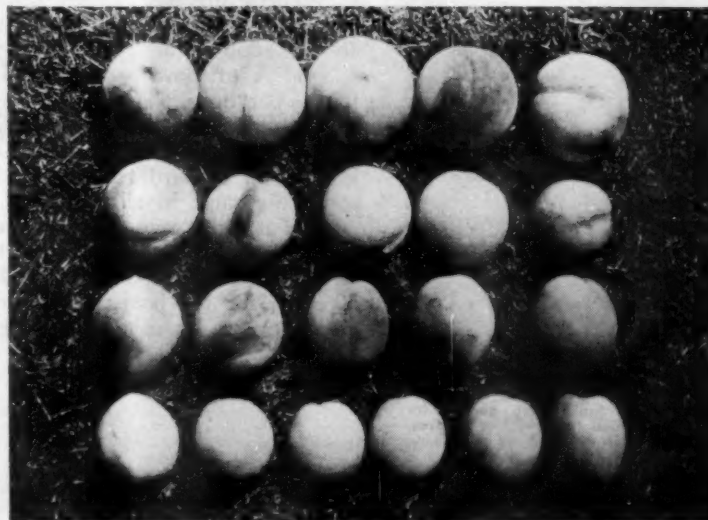
surprisingly large proportion reached the consumer in good condition.

The main fault to be found was that much of the fruit lacked freshness and eye appeal so necessary in retail sales. Some peaches were too green, some too ripe. The far western boxes were generally carefully sized and nicely packed, but inclined to be green. The West does not have to ship peaches green to get them into midwestern markets in good condition.

A small fraction of the crop was too soft or overripe, and the displays in many of the markets were held too long or were not kept neat and attractive. Locally grown and packaged peaches would have been generally more attractive and acceptable.

Leaders in the peach deal and the produce trade are well-acquainted with the problem of getting a fast-moving product like the peach to the

(Continued on page 16)



Interval between each stage of peach maturity from hard to soft ripe is 2 to 3 days.

RELATIONSHIP BETWEEN MATURITY OF PEACHES AT HARVEST AND OTHER FACTORS TO CONSIDER IN DISPOSING OF THE CROP									
Range of maturity passed through in last 10-14 days	No. of days between stages of maturity	No. of days to ripen at 45-70° F.	Diameter of successive stages	Volume based upon 100 bu. green peaches	Firmness as measured by Ballauf 3/8" plunger	Handling range in days		Shipping radius in miles	Consumer acceptance rating
						Room Temp. 75-95° F.	Hydrocooled to 45-50° F.		
Green	—	4-8	2 inches	100	45-18 lbs.	7-10	Too green for hydrocooling	2,000	1-0
Hard ripe	2-3	5-6	2 1/2 inches	108-110	10-14 lbs.	4-10	10-21	2,000	5-9
Firm ripe	2-3	4-5	2 3/4 inches	110-115	7-10 lbs.	5-10	10-21	Hydrocooled and iced, 2,000	10-20
Tree ripe	2-3	1-3	2 3/2 inches	115-125	4-6 lbs.	3-7	7-15	Hydrocooled and iced, 2,000	25-35
Soft ripe	2-3	0	2 1/2 inches	125-130	2-3 lbs.	2-3	5-7	Local use	15-20

Ideas for

EFFICIENT FRUIT

**Speed up your harvest and handling operations
by adopting these laborsaving suggestions**



A "jack" is a useful laborsaving gadget for lining up pallets and stacks of boxes.

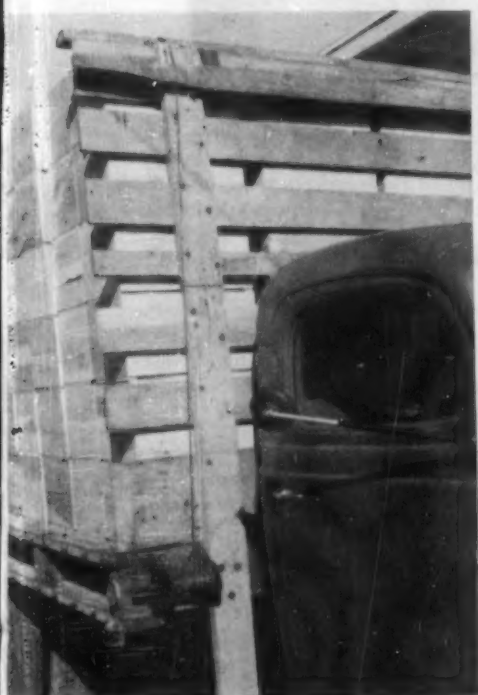
WHAT makes it possible for one grower to produce a box of fruit at a lower cost than another? Yields, of course, have a lot to do with costs on a unit basis, but there are other differences involved which make it possible for one grower to get more for his dollar than another.

Studies of how growers conduct their operations show that it is the little things that count. You would think, for instance, that the cost of loading an orchard trailer would be about the same in all orchards. But such is not the case. In the state of Washington the most common method of loading costs apple growers about 50 cents for 144 boxes. Some growers, however, by using a little inge-

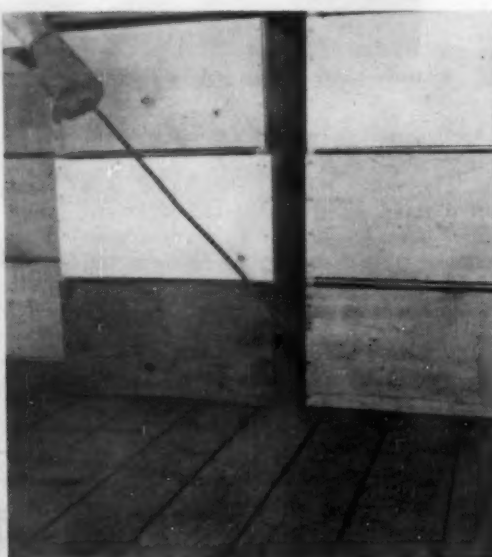
nuity, have succeeded in cutting the cost to 42 cents. In three orchards a method of loading was adopted that cut the cost to 32 cents. These growers used hardwood strips nailed across the trailer beds so that the loaders could work from the ground, stacking the boxes two or three high and pushing them to the middle of the trailer.

On these pages are photographs of ideas to reduce costs, taken by H. P. Gaston of Michigan State College. Mr. Gaston is a noted authority on efficiency in fruit handling. In 1952 he co-authored with J. H. Levin the bulletin, *Fruit Handling with Fork Lift Trucks*, and, in 1954, the bulletin, *On the Farm Refrigerated Storage*. **THE END**

All photographs by H. P. Gaston



Steel cable and ratchet hold boxes or crates on truck. Such an arrangement can be tightened quickly, is very effective.



Box hook is used to shift stacks of boxes or crates in a jiffy, saving time and labor.



Novel "bridge" for moving fruit from truck to warehouse. Bridge cannot be carried away, so is always readily available.

AMERICAN FRUIT GROWER

HANDLING



Metal strips on orchard trailer enable workers to slide filled crates from edge of platform to center of load. Trailers fitted with such strips can be loaded without stepping up onto them.



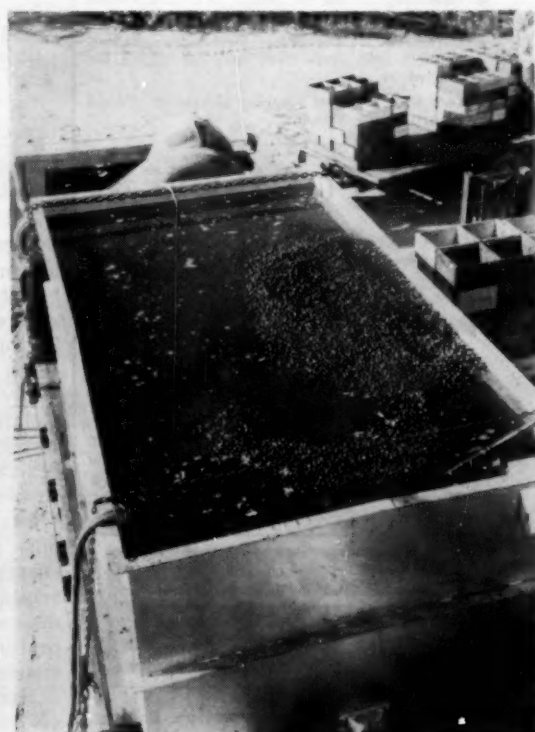
The above two views show a special type of loading dock onto which an entire load of field boxes can be unloaded by simply backing trailer under dock and allowing boxes to slide up metal guides onto platform.



Cherries slide into tank of water on this slickcloth covered wooden chute. Thus bruising is eliminated.



Cherries being flumed out of tank after arrival at processing plant. A good proportion of the 1955 cherry crop will move to processing plants in water.



Six tons of cherries and two tons of water ready for 90-mile haul to the processing plant.

EDWARDS

TRACTOR FORK LIFT



Fits most hydraulic lift tractors

Mounts either end or both ends. Easily handles 2000 pounds on each end (total 2 tons using 2 lifts). Orchard model lifting height 72 inches. Available to lift any height up to 145 inches. Mounts on tractor easily and quickly to facilitate change-over. Travels well on rough ground with a minimum of strain to tractor. Front axle pivots freely, even under full 2-ton load.

EXCLUSIVE "PAY-OFF FEATURES"

- ★ Available with hold-down attachment, for all lifting height models, to facilitate hauling boxes through and from orchards.
- ★ Lifts on both ends—makes for speedy and efficient hauling from orchards to warehouse.
- ★ Available for use on tractor hydraulic system or with separate pump.
- ★ Eliminates counterbalance back-haul. A load on both ends saves time, frees the tractor for other jobs.
- ★ Side shift available for easy placement of load on truck or platform.

CULTI-CUTTER



For FAST, COMPLETE

Summer Cultivation in both Sod and Cultivated Orchards. Ideal for controlling cover crops, speeding moisture penetration, preventing soil erosion, maintaining surface mulch.

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EQUIPMENT CO.
4312 Main St. YAKIMA, WASHINGTON

WRITE for complete information. East of the Mississippi River write Michigan Orchard Supply, Dunkley Ave., South Haven, Mich.

F. W. ALLEN RETIRES

AFTER 35 years of service to the California fruit industry, Prof. Frank W. Allen, of the Department of Pomology, University of California, Davis, has been retired with the title of Professor of Pomology and Pomologist Emeritus.

An authority on handling, storage, and transit of fruits, Prof. Allen has traveled all over the world studying fruit storage facilities. He has also done research on hardness of fruit trees; planting distances for deciduous fruit trees; maturity of pears, apples, cherries, plums, and apricots (the California Agricultural Code's maturity provisions are based largely on his findings); development of a pressure-test gun; precooling, and many other studies affecting storage life.

GROWERS FORM BERRY FREEZING PLANT

THE first strawberry freezing plant of its kind in southern California is being planned by 19 strawberry growers of Vista, San Luis Rey, Escondido, and Fallbrook. The \$100,000 freezing plant will be built in Fallbrook.

Strawberries will be frozen when fresh market prices decline. Fred Yasukochi, of San Luis Rey, is president of the new corporation, and Carroll Huscher, of Fallbrook, is secretary.

The plant will have a processing capacity of 20 tons of berries a day. They will be packed in 30-pound tins for hotels, the armed forces, and preservers of jams.

STONE FRUIT VIRUS

ASTEPPED-UP drive on stone fruit virus diseases is being conducted by seven western states and the U.S. and Canadian departments of agriculture. George Nyland, assistant professor of plant pathology, University of California, lists the states co-operating in the study as Washington, Oregon, California, Idaho, Utah, Montana, and Colorado.

Nyland, working at Davis, will isolate pure cultures of the various viruses, separating the complexes into individual viruses. His objective is to obtain information on how stone fruits act when they are infected by only one virus at a time. Scientists suspect that the symptoms of stone fruits infected with a serious virus disease may be complicated by the presence of other, less-important viruses.

Samples of the pure cultures developed at Davis will be sent to Utah researchers for physical and chemical studies conducted with an electron

microscope and other special equipment. Oregon researchers, said Nyland, will concentrate on insect transmission of the viruses. Studies at Washington State College will be concerned with the virus content of rootstock and budwood sources.

BIGGER GRAPES WITH GROWTH REGULATORS

MANY California grape growers will be using a spray chemical this year to get even bigger Thompson seedless and Black Corinth grapes.

For Thompson seedless, spraying with the chemical, 4-chlorophenoxyacetic acid, is usually done in addition to girdling for larger size. Grapes treated by this combination method are about one-third larger than grapes produced by girdling alone.

With Black Corinth grapes (the zante currant) spraying alone produces sizes equal to those produced by the more expensive girdling method. It is expected to replace girdling for this reason. Some growers who have been co-operating with the University of California in studies of the new growth regulator report that spraying may cost only one-fourth as much as girdling.

Robert J. Weaver, associate viticulturist, suggests the following treatments for the two varieties:

The best time for spraying Thompson seedless (and probably most other seedless grapes) to get a larger berry is after the fruit sets, when berry shatter has occurred. However, don't wait too long. Grapes sprayed two weeks after berry shatter showed little or no increase in size.

The Black Corinth grape should be sprayed 5 to 10 days after full bloom. If sprayed too early, a hard seed-coat develops in one-fifth to all of the crop.

Weaver pointed out that the proper concentration of chemical varies from one area to another—from 5 to 15 ppm (parts per million) for Thompson seedless, and from 2½ to 40 ppm for the Black Corinth. He urged growers to consult their county farm advisors for the proper concentration.

According to Weaver, hormone-treated table grapes may ship and handle better, because the capstems are thicker and the grape is more firmly attached to the bunch.

HARVESTING COSTS

HARVESTING costs are highest on cherries and lowest on pears, a survey of Washington fruit growers reveals. Average costs per ton ranged from \$12 for Bartlett pears to \$95 for sweet cherries in 1954.

Picking costs accounted for about ⅓ of these harvesting costs, and hauling costs covered about half of the remainder.

CALENDAR OF COMING MEETINGS & EXHIBITS

July 11-14—Ohio State Horticultural Society 4-day bus tour of Pennsylvania-New York-Ontario.—C. W. Ellenwood, Sec'y, Wooster.

July 12-13—Texas Pecan Growers Association annual convention, Blackstone Hotel, Tyler.—A. H. Krezdorn, Sec'y, College Station.

July 14—Indiana Horticultural Society annual summer meeting, Purdue University O'Neill Horticultural Farm, Lafayette.—Ray Klackle, Sec'y, West Lafayette.

July 16—New Jersey State Horticultural Society field day, Horticultural Farms, New Brunswick.—E. G. Christ, Sec'y, New Brunswick.

July 20—University of Connecticut 5th annual machinery, equipment, and supplies field day, Storrs.—Arthur C. Bobb, Ext. Fruit Spec., Storrs.

July 21—Massachusetts Fruit Growers Association summer meeting, at home of President Elmer Fitzgerald, Leominster.—A. P. French, Sec'y, Amherst.

July 26-27—Four-state joint summer meeting, (Md., Va., W. Va., Pa.) including tour of Ontelaunee Orchards, Leesport, and Trexler Orchards, Boyertown, Pa. Host: State Horticultural Association of Pa.—John U. Ruef, Sec'y, University Park, Pa.

July 27—V.P.I. Department of Horticulture field day, Blacksburg.—W. P. Jenkins, Dept. of Hort., Blacksburg, Va.

Aug. 1-3—United Fresh Fruit and Vegetable Association 7th annual merchandising conference, Conrad Hilton Hotel, Chicago. Association headquarters—777 14th St., N. W., Washington 5, D. C.

Aug. 4—Georgian Bay District Fruit Growers Association spray machinery demonstration, R. C. Chrysler Orchard, Clarksburg, Ontario.—J. A. Goldie, Growers Committee, 105 Sunnisdale Rd., Barrie, Ontario, Canada.

Aug. 4—Tri-County Horticultural Society three-orchard tour, field meeting, and machinery demonstration, starting 9:30 at Tom White Orchard, South Ridge Road, Geneva Township.—Richard Brunsman, Sec'y, Ashtabula, Ohio.

Aug. 8-10—North Central Division of American Phytopathological Society summer meeting, Wooster, Ohio.—H. C. Young, Dept. of Botany & Plant Pathology, Ohio Exp. Sta., Wooster, Ohio.

Aug. 9-11—Ohio Pesticide Institute summer meeting and field tour, Wooster and various points in northern Ohio.—J. D. Wilson, Sec'y, Ohio Experiment Station, Wooster.

Aug. 10—Connecticut Pomological Society summer meeting, Avalon Farm Orchards, Bantam, managed by William D. Ravenscroft, society president.—S. P. Hollister, Sec'y, Storrs.

Aug. 11-20—National Peach Week, sponsored by National Peach Council.—M. J. Dorsey, Sec'y, 1502 S. Lincoln, Urbana, Ill.

Aug. 12—Rhode Island Fruit Growers Association summer meeting, University of Rhode Island, Kingston.—Mrs. Edgar A. Steere, Sec'y, Chepachet.

Aug. 15-18—International Apple Association annual meeting, Statler Hotel, Detroit, Mich. Fred W. Burrows, Exec. V. P., 1302 18th St., N.W., Washington 6, D. C.

Aug. 15-19—Florida Citrus Institute, Camp McQuarrie.

Aug. 16-20—Centennial of Farm Mechanization, Michigan State College, East Lansing.—A. W. Farrall, Head, Agr. Engr. Dept., MSC, East Lansing.

Aug. 17—Kansas State College horticultural field day, Horticultural Farm, Manhattan.—W. G. Amstein, Ext. Hort., Manhattan.

Aug. 18—Orchard Day, Ohio Experiment Station, Wooster.—C. W. Ellenwood, Sec'y, OSHS, Wooster.

Aug. 29-Sept. 6—International Horticultural Congress 14th annual meeting, Scheveningen, Netherlands.—Dr. G. de Bakker, Sec'y, Bezuidenhout 30, The Hague, Netherlands.

Sept. 19-21—Texas Citrus and Vegetable Growers and Shippers, Inc., annual convention, Shamrock Hotel, Houston.—Austin E. Anson, Exec. Mgr., 306 E. Jackson, Harlingen.

Oct. 4-6—Florida Fruit and Vegetable Association annual convention, Hotel Fontainebleau, Miami Beach, Fla.—Association headquarters: 4401 E. Colonial Drive, Orlando.

Oct. 9-11—Produce Packaging Association annual convention and exposition, Conrad Hilton Hotel, Chicago.—Association headquarters: 500 5th Ave., New York 36, N. Y.

Oct. 10—South Carolina Fresh Fruit and Vegetable Association annual convention, Columbia.

Oct. 20-29—National Apple Week, sponsored by National Apple Week Assn., 1302 18th St., N. W., Washington 6, D. C.

Oct. 31—National Apple Day (Halloween).

Nov. 1-3—Florida State Horticultural Society annual meeting, Clearwater.—Ernest L. Spencer, Sec'y, Bradenton.

Nov. 16-18—Western Growers Association annual convention, Westward Ho Hotel, Phoenix, Ariz.—Headquarters: 606 S. Hill St., Los Angeles 14, Calif.

Dec. 1-2—Connecticut Pomological Society annual meeting, University of Connecticut, Storrs.—S. P. Hollister, Sec'y, Storrs.

Jan. 30-Feb. 2, 1956—United Fresh Fruit and Vegetable Association annual meeting, Hotel Roosevelt, New Orleans, La.—Association headquarters: 777 14th St. N. W., Washington, D. C.

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DIVISION OF FOOD
MACHINERY AND
CHEMICAL CORPORATION

MATURITY PROBLEM

(Continued from page 11)

consumer in acceptable condition. In the first place, we have little control over the speed with which the crop comes on in the orchard. Where large acreages are involved every operation has to "click."

Every peach in the orchard normally goes through the period of maturity we might describe in the most general terms as "green," "hard-ripe," "firm-ripe," "tree-ripe," and "soft-ripe." Some may prefer other terms than these, and a few would add "overripe."

The peach goes through the above-mentioned stages regardless of what

APPLE GUESSESTIMATE

AT the National Apple Institute meeting in San Francisco last month, delegates "guesstimated" a total crop this year of 99,953,000 bushels, compared with a crop of 103,773,000 in 1954 and 93,307,000 in 1953.

States reporting significantly smaller crops than normal included those in the Midwest and South struck by spring frosts. New England and the Northwest reported bumper crops. Northwest growers are worried about the late season, however, with resulting harvest labor difficulties and frost hazard.

SHORT PEACH CROP

The almost complete crop failure in the southern states, due to spring freeze damage, is mainly responsible for the 22 per cent shorter peach crop in 1955 than last year. The USDA forecast in June was for a national crop of 48,025,000 bushels.

Estimated total peach production in California is down a million bushels. Washington's estimated 2,500,000 bushels is a million bushels greater than last year. New York production is estimated at 1,300,000 bushels or nearly 30 per cent above last year. The crop of 5,760,000 bushels expected in the Middle Atlantic states is 17 per cent below last year. Indicated production in the North Central states of 3,676,000 bushels is off sharply from last year.

the price may be, or what sort of weather prevails at the time of harvest. Significant progress has been made during the last 10 years in handling peaches. The western pack is carefully regulated, and the smaller-sized unit is in its favor. At the moment there is considerable interest in a smaller pack than the bushel basket—the $\frac{3}{4}$ bushel—for the eastern trade. There are other packages coming to the fore which will enable the large grower to step up the stage of maturity, at least to the firm-ripe range.

Aside from the progress made in packages, there is greater care taken in handling the peach all along the line between the orchard and the retail market. Perhaps, in eliminating the lower stages of maturity, the most progress has been made through quicker cooling after picking and, especially in the East and South, greater use of the hydrocooler. Other

AMERICAN FRUIT GROWER

methods of quick-cooling are also effective, and the producer is much more alert to what can be done in quick-cooling, better packages, and cutting down time in transit generally.

Great progress has also come from the streamlined merchandising programs of some of the large chains. They are buying at a greater stage of maturity, the displays are stepped up in attractiveness, promotion is better, and it would seem that the timely advertising, so generally used in the big city centers, especially when aided by food editors, is one of the most important factors in better merchandising.

As a result of the studies made on maturity in relation to consumer acceptance, we are reducing to a much smaller fraction the number of immature peaches on the retail markets. Movement is slower, and I think we are safe in saying that the consumer is no more ready to accept immature peaches today than she was a decade ago.

In the September, 1953, issue of AMERICAN FRUIT GROWER, I summarized a number of the variables to be dealt with in handling the peach crop. These were based upon the fact that in maturing, the peach moves along in gradual stages from "green" to "soft" or "overripe."

In this relatively short interval, where there are large acreages to deal with, and interruptions due to weather, the grower is always apprehensive about getting the job done in time. He is inclined to "jump the gun" on maturity, and gamble on consumer acceptance, since immature fruit handles more safely.

We are inclined to make such decisions without reckoning with the consumer. There are many instances where everyone has been surprised at the faster movement of ripe peaches in retail stores, even in spite of some bruising.

In the final analysis, the rate of buying determines the volume that can be moved through trade channels. We may very well profit by reviewing the facts in the accompanying table, for the situation has not changed materially.

THE END

Coming Next Month Packaging Issue

- How to Save Labor and Cut Bruising When Packing Peaches
- Is Automatic Apple Packing Here to Stay?
- Clyde Arnold's Apple Bagging Machine
- Do's and Don'ts of Packaging for the Roadside Market
- Try Pick-Your-Own Harvesting
- New Methods of Packaging Peaches Stimulate Demand

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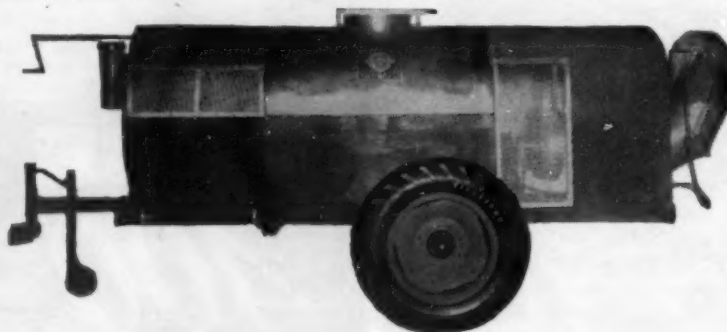
CONCENTRATE SPRAYING

Equipment

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The new stainless steel streamliner with 200 gallon stainless steel tank gives years of trouble free service at low initial cost. One man operation, light in weight (less than 2000 lbs.) the stainless steel streamliner is acclaimed as the outstanding sprayer of 1955. Other features include dual purpose for both fruit and vegetable crops, adjustable axle and special pump for high concentrates.



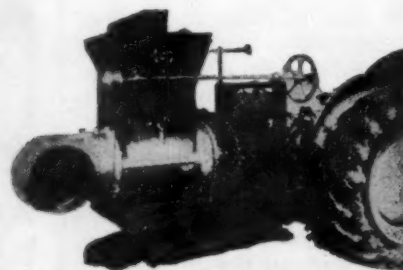
BUFFALO TURBINE SPRAYER and DUSTER—

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I have approximately.....acres in fruit consisting mostly of

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BUYER'S GUIDE

FOR THE FRUIT FARM

CLASSIFIED INDEX AND NEAR-BY DEALERS

A

Actidione	26
Adhesives	60
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Air Purifiers	66
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Ammonium Nitrate	27
Ammonium Nitrate Limestone	27

In ARKANSAS, Write . . .

Brogdon Spray Supplies, Springdale

Antibiotics	26
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Basket Making Machinery	57
Basket Presses	58
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In CALIFORNIA, Write . . .

Carroll Lorbeer Farms, 2709 W. 5th Street, Oxnard

Batteries	51
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Bee Supplies	40
Belted	57
Benzene Hexachloride	22
Berry Boxes, Crates	61
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C

Calcium Cyanamide	28
Calcium Cyanide	30
Canning & Preserving	68
Cans	68
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Caps—Corrugated	60
Captain	26

In CANADA, Write . . .

Lee Equipment Co., Stoney Creek, Ontario
Friend Sprayers, Friend & Trescott Fruit and Vegetable Graders & Washers, Buffalo
Turbine Sprayers

Cartons—Consumer	62
Castings	68
Chain Saws—Electric, Gasoline, Hydraulic	50
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In CONNECTICUT, Write . . .

Orchard Equipment & Supply Co., Hill St., Bristol

Palmer Cider Presses, Apple Graters, Filter Cloths and Racks

Crates—Field, Packing	55
Cryolite	23
Cultivators & Harrows	41
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In ENGLAND, Write . . .

M. A. Stokes & Co., Ltd., Bank Street, Worcester

Fruit and Vegetable Packages, Packing Materials

E

Electric Plants	40, 64
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Engines	52
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Fluorine Compounds	24
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In FLORIDA, Write . . .

Fred's Barn, Inc., Box 128, Immokalee

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Picking Buckets, Field Crates, Fruit Clippers, Baskets and Hampers

Fog Generators	32
Freezers	68
Fringes	62
Frost Alarm Indicators	65
Frost Protection	65
Fruit Cups	62
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Garden Tractors	45
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Glass Containers	68
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Glyodin	27
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In GEORGIA, Write . . .

O. W. Jones and Son Hardware Co., Thomaston

Friend Sprayers and Blowers and Bes-Blo Blowers

Graders & Sizers	58
Grafting Compounds	48
Grafting Knives	48
Grafting & Pruning	47-51
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Humidifiers	66
Hydraulic Power Sprayers	32
Hydro-poles	58

In ILLINOIS, Write . . .

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Complete Line of Sprayers, Pruning, Harvesting and Packaging Equipment

I	
Ice Machines	58
Insect Electrocuters	36
Insecticides	22-26
Insulation	66
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Lindane	22
Linens	63
Liquid Fertilizers	56
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In INDIANA, Write . . .

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Application Equipment"

**Kenney Machinery Corp.,
301 W. Maryland St., Indianapolis**
Woods Rotary Cutters, Besler Sprayers,
Messenger Dusters, Sunflower Mowers,
Western Land Roller Products

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Naham	27
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Naphthaleneacetic Acid	29
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24 Mill Street, Arlington 74**
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NPA (Alanap-1)	31
Nursery Stock	37-40
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John Deere Equipment, John Bean Speed
Sprayers, Miller-Robinson Pruning Equip-
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Power Sprayers, Garden Tractors, Roto
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Pipe—Plastic	53
Pipe—Portable, Metal	53
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In MISSOURI, Write . . .

**Hunt Orchard Supply,
216 Edmond St., St. Joseph**
Agricultural Chemicals, Sprayers (All
Sizes) and Wood and Paper Containers

Smiths' Tree Capsules, Box 161, St. Joseph

Pistons & Piston Rings	51
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Planters, Seed	41
Plows—Disc, Moldboard, Two-Way	44
Poisons—Rodent	30
Pollen	40
Pollination	40
Polyethylene Film	40
Pomace Pickers	68
Post Drivers	65
Posts—Fencing	65
Potash Salts	29
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Pruning & Grafting	47-51
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Pulpers	68
Pumps	35, 54
Pyrethrum & Derivatives	25

In NEW HAMPSHIRE, Write . . .

Pinnacle Farm, New Hampton
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Sprayers, Dusters, etc.

R

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Radiator Cleaners	51
Refrigeration Machinery	66
Refrigeration & Storage	66
Respirators	36
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Rodenticides	30
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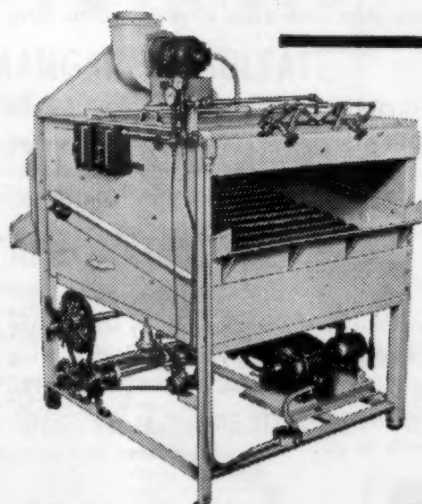
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 Thompson Chemicals Corp., 3028 Locust St., St. Louis, Mo.; 3600 Monon St., Los Angeles 27, Calif.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.
 Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

METHOXYCHLOR

Associated Chemists, Inc., Agri. Chemicals Div., North Collins, N. Y.
 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Chipman Chemical Co., Inc., Bound Brook, N. J.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.
 Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.

NICOTINE

American Nicotine Co., Henderson, Ky.
 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 Philipp Bros. Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio

OILS

EMULSIONS AND MISCIBLE OILS

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California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Shell Chemical Corp., 460 Park Ave., New York, N. Y.
 Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio

Standard Agricultural Chemicals, Inc., Hoboken, N. J.
 Sun Oil Co., 1608 Walnut St., Philadelphia 3, Pa.
 Woolfolk Chemical Works, Ltd., Ft. Valley, Ga.

PARATHION

American Cyanamid Co., Agri. Chemicals Div., 30 Rockefeller Plaza, N. Y. 20, N. Y.
 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 Chipman Chemical Co., Inc., Bound Brook, N. J.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.
 Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
 Eston Chemicals Div., American Potash & Chemical Corp., 3100 E. 26th St., Los Angeles 23, Calif.
 Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Monsanto Chemical Co., 1700 S. 2nd St., St. Louis 4, Mo.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 Pennsalt of Washington, 2901 Taylor Way, Tacoma 2, Wash.
 Pittsburgh Coke & Chemical Co., 2000 Grant Bldg., Pittsburgh 30, Pa.
 Planetary Chemical Co., Creve Coeur, Mo.
 Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
 Swift & Co., Plant Food Div., Union Stock Yards, Chicago 9, Ill.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.
 Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

PHENOTHIAZINE

Central Chemical Corp., Hagerstown, Md.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
 E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.

PYRETHRUM & DERIVATIVES

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 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 S. B. Penick & Co., 50 Church St., New York 8, N. Y.
 Planetary Chemical Co., Creve Coeur, Mo.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Thompson Chemicals Corp., 3028 Locust St., St. Louis, Mo.; 3600 Monon St., Los Angeles 27, Calif.

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 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 Chipman Chemical Co., Inc., Bound Brook, N. J.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.
 Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 S. B. Penick & Co., 50 Church St., New York 8, N. Y.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
 Swift & Co., Plant Food Div., Union Stock Yards, Chicago 9, Ill.
 Thompson Chemicals Corp., 3028 Locust St., St. Louis 3, Mo.; 3600 Monon St., Los Angeles 27, Calif.
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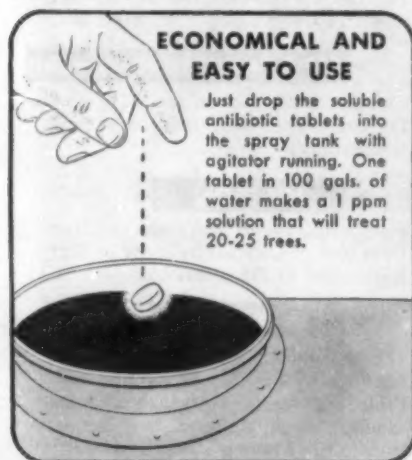
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Eston Chemicals Div., American Potash & Chemical Corp., 3100 E. 26th St., Los Angeles 23, Calif.
Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
Monsanto Chemical Co., 1700 S. 2nd St., St. Louis 4, Mo.
Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
Planetary Chemical Co., Creve Coeur, Mo.
Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio
Stauffer Chemical Co., 636 California St., San Francisco, Calif.
Woolfolk Chemical Works, Ltd., Ft. Valley, Ga.

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California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
Central Chemical Corp., Hagerstown, Md.
Chipman Chemical Co., Inc., Bound Brook, N. J.
Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio
Eston Chemicals Div., American Potash & Chemical Corp., 3100 E. 26th St., Los Angeles 23, Calif.
Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
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Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
Swift & Co., Plant Food Div., Union Stock Yard, Chicago 9, Ill.
Thompson Chemicals Corp., 3028 Locust St., St. Louis 3, Mo.; 3600 Monon St., Los Angeles 27, Calif.
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General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
Harshaw Chemical Co., 1945 E. 97th St., Cleveland 6, Ohio
Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
Philipp Bros. Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.
Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio
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Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.

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Chas. Pfizer & Co., Inc., 630 Flushing Ave., Brooklyn 6, N. Y.

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Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.

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Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
Naugatuck Chemical Div., U. S. Rubber Co., Naugatuck, Conn.

COPPER COMPOUNDS

Agicide, Inc., 1711 Taylor Ave., Racine, Wis.
California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
Central Chemical Corp., Hagerstown, Md.
Chipman Chemical Co., Inc., Bound Brook, N. J.
Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
E. I. du Pont de Nemours & Co., Grasselli Chemicals Dept., Wilmington, Del.
Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 6, N. Y.
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Naugatuck Chemical Div., U. S. Rubber Co., Naugatuck, Conn.
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Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.

FERBAM

California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
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Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.
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Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.

SULFURS

California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
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Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio
Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
Koppers Co., Inc., Koppers Bldg., Pittsburgh 19, Pa.
Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore, Md.

Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
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E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.
Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio
Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
Swift & Co., Plant Food Division, Winter Haven, Fla.
Tennessee Corp., 619 Grant Bldg., Atlanta 1, Ga.
Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

ZINEB

Agicide, Inc., 1711 Taylor Ave., Racine, Wis.
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E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.
Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.
Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
Rohm & Haas Co., 222 W. Washington Sq., Philadelphia 5, Pa.
Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.

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E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.
Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.
General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
B. F. Goodrich Chemical Co., 2060 E. 9th St., Cleveland 15, Ohio
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Philipp Brothers Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.
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Harshaw Chemical Co., 1945 E. 97th St., Cleveland 6, Ohio
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 Pacific Coast Borax Co., 100 Park Ave., N. Y. 17, N. Y.
 Philipp Brothers Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.
 Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.

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American Cyanamid Co., Agri. Chemicals Div., 30 Rockefeller Plaza, N. Y. 20, N. Y.

CHELATED COMPOUNDS

Dow Chemical Co., Agricultural Chemical Dept., Midland, Mich.
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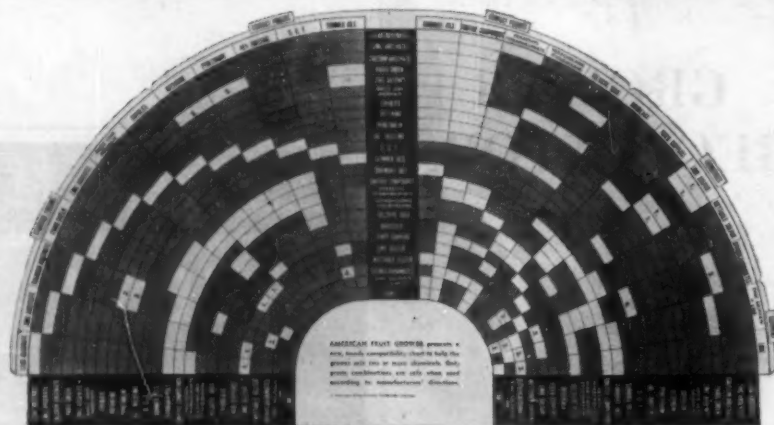
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Besler Corp., 4053 Harlan St., Oakland 8, Calif.
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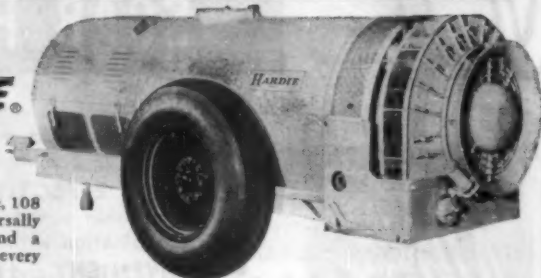
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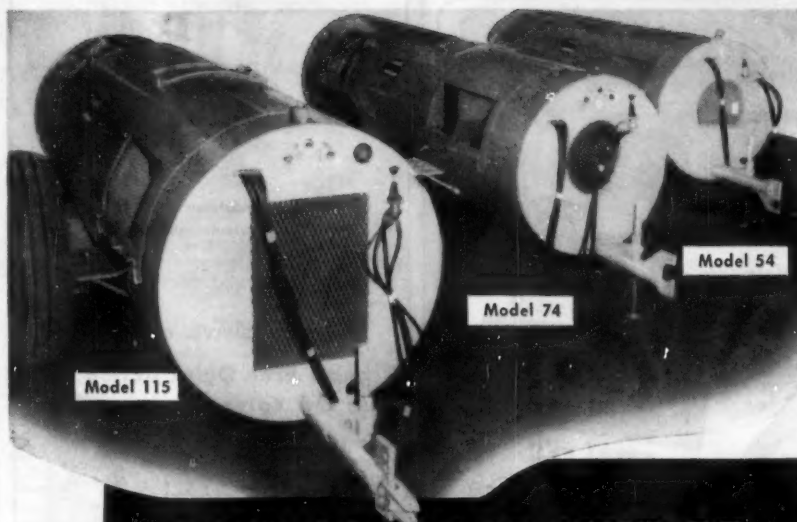
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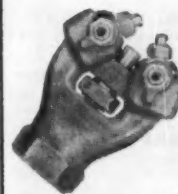
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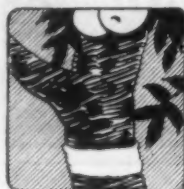
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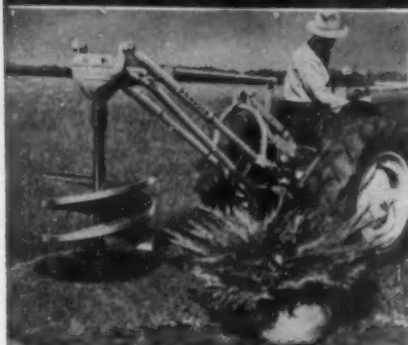
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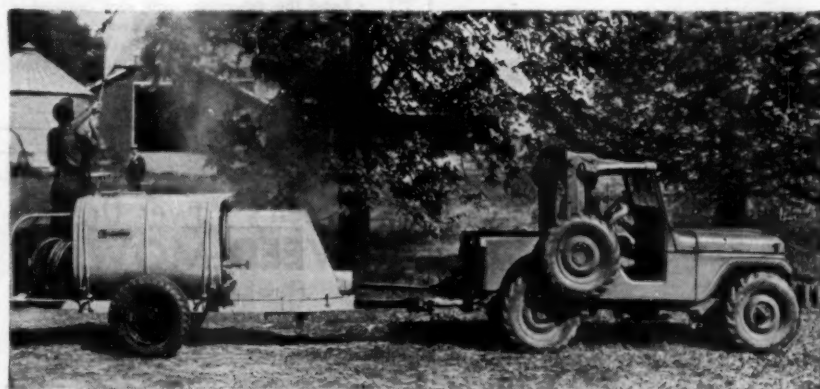
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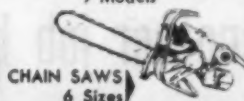
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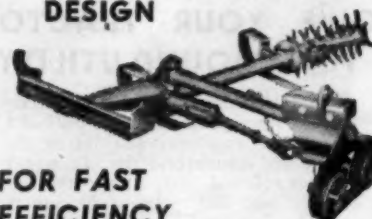
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 on pages 19, 20 and 21

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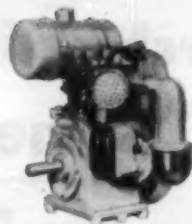
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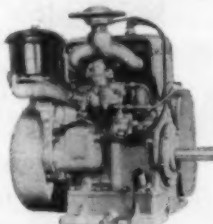
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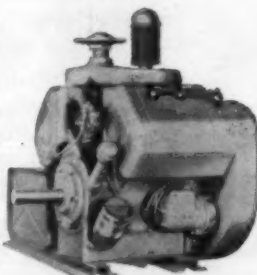
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PRUNING & GRAFTING

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Illustrated Below



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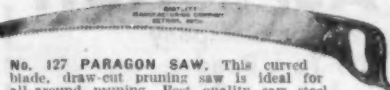
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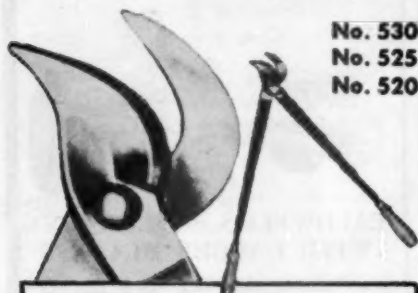
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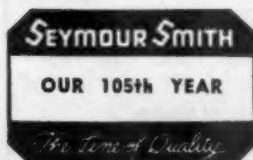


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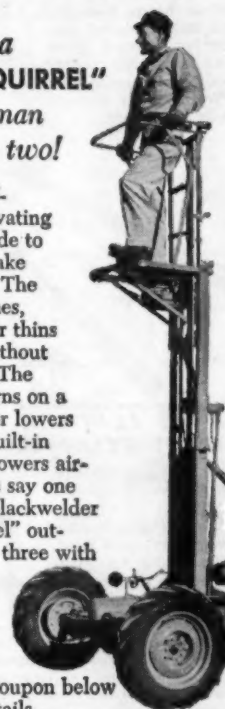
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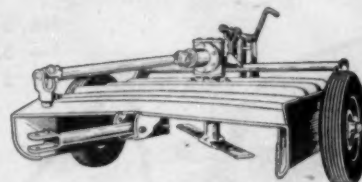
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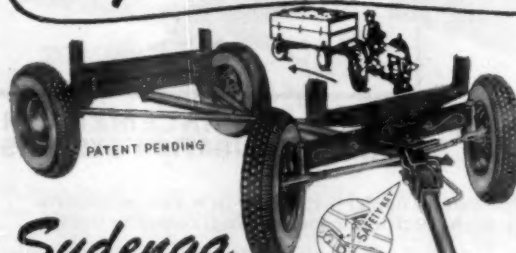
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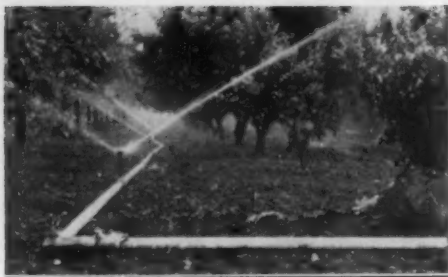
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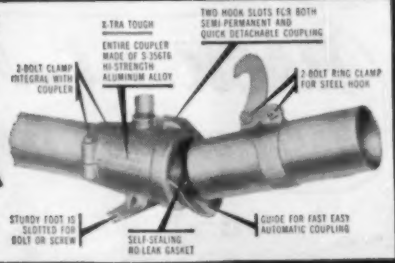
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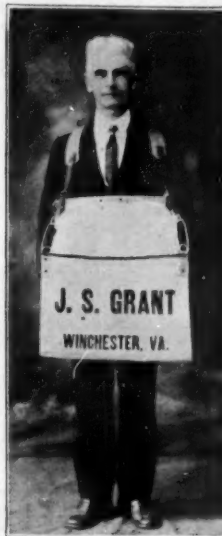
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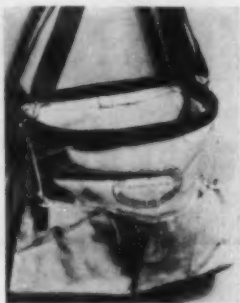
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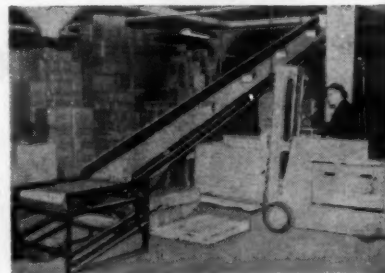
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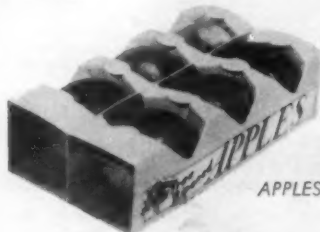
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Hoerner Corp., Keokuk, Iowa
Iowa Fiber Box Co., Keokuk, Iowa
M. & M. Box Co., Hasmer St., Marinette, Wis.

Ohio Boxboard Co., Rittman, Ohio
Paisley Products, 630 W. 51st, N. Y., N. Y.
Producer's Exchange, Inc., 20 S. Huron St., Toledo
4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Edwin J. Schoettle Co., 533 N. 11th St., Philadel-
phia 23, Pa.
Simplex Paper Corp., Adrian, Mich.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Traub Box Co., 1230 E. 55th St., Cleveland, Ohio
Union Bag & Paper Corp., Woolworth Bldg., N. Y.
17, N. Y.
Webash Fibre Box Co., Terre Haute, Ind.

BOXES AND CRATES, WIREBOUND

Continental Box Co., Inc., Houston 1, Texas
F. D. Croce & Co., Inc., 386 Washington St., N. Y.
13, N. Y.
General Box Co., 1825 Miner, Des Plaines, Ill.
Indianapolis Wire Bound Box Co., 1300 Beecher,
Indianapolis 7, Ind.
Marinette & Menominee Box Co., Marinette, Wis.
Wirebound Box Mfg. Assn., 327 S. La Salle St., Chi-
cago 2, Ill.
Wisconsin Box Co., Wausau, Wis.

BOXES AND CRATES, WOOD

Aetna Bottle & Container Co., 21st & Gratiot, St.
Louis, Mo.
American Veneer Package Assn., Inc., Orlando, Fla.
Atlas Boxmakers, Inc., 5025 W. 65 St., Chicago, Ill.
Barden & Robeson Corp., Lockport, N. Y.
Berryville Basket Co., Inc., Berryville, Va.
F. D. Croce & Co., Inc., 386 Washington St., N. Y.
13, N. Y.
General Box Co., 1825 Miner, Des Plaines, Ill.
Kenova Box Co., Kenova, W. Va.
Marinette & Menominee Box Co., Marinette, Wis.
Mell Lumber Co., 403 Spruce St., Philadelphia, Pa.
Miller Mfg. Co., 7th & Stockton St., Richmond, Va.
National Wooden Box Assn., 402 Barr Bldg., Wash-
ington, D. C.
New Albany Box & Basket Co., New Albany, Ind.
New England Box Co., 100 E. 42 St., N. Y., N. Y.
Producer's Exchange, Inc., 20 S. Huron St., Toledo
4, Ohio
Rothborne, Hair & Ridgway Co., 1440 W. 21 Pl.,
Chicago 8, Ill.
Smeed Box Co., 1878 Scranton Rd., Cleveland, Ohio
Sodus Basket Co., Sodus, N. Y.
Spruce Veneer Package Corp., Puyallup, Wash.
Traub Box Co., 1230 E. 55th St., Cleveland, Ohio

F & P CONTAINERS and Packing Materials

SUPERIOR QUALITY CORRUGATED CONTAINERS



Apple Boxes • Tomato Cartons
Gift Boxes • Friday Packs
Peach Containers • Shredded
Oiled Tissue • Grape Baskets
Tomato Baskets • Banana
Cartons • Berry Crates
Roadside Stand Baskets
Crate Liners • Ring Pack
Equipment • Box Cushions
Box Liners • Shredded
Cellophane • Consumer Tray
Packages • Chip Box Liners
Box Caps • Basket Cushions
Polyethylene Bags • Basket
Caps • Corrugated Vegetable
Packages • Basket Liners
Fruit Wraps • Wenatchee
Fruit Picking Bags



Write for SAMPLES AND PRICES
DEALERS AND WAREHOUSES ALL
FRUIT GROWING SECTIONS

Write, wire or phone MELROSE 4-2323
**FRUIT AND PRODUCE
PACKING COMPANY**
DIVISION INLAND CONTAINER CORP.
INDIANAPOLIS, INDIANA

F & P Ships Promptly From . . .

Warehouses: Ft. Valley, Ga. • Albion,
N. Y. • Winchester, Va. • Hartford,
Mich. • Nampa, Ohio • Cobden, Ill. •
St. Louis, Mo.

Plants: Middletown, Ohio • Ashtabula,
Ohio • Erie, Pa. • Macon, Ga. • Milwau-
kee, Wis. • Evansville, Ind. • Detroit, Mich.
Indianapolis, Ind. • Winchester, Va.

DESIGNED FOR YOU!

APPLE CONTAINERS

SIZES
BUSHEL AND HALF BUSHEL
DESIGNS
STOCK OR SPECIAL
STYLES
FACE AND FILL, BULK PACK,
CELL PACK, TRAY PACK



HEAVY DUTY KRAFT

QUICK IDENTIFICATION



THE OHIO BOXBOARD CO.

RITTMAN, OHIO

BETTER FRUIT BOXES From WABASH



1/2 Bu. Boxket

These sturdy extra heavy corrugated Boxkets pack like a basket, use present owned equipment, and produce an undisturbed bulge face pack. They eliminate cushions, caps, labels and also rim cut and stave cut of fruit. When you tear off the perforated liner top you have a perfect bulge face pack. The Boxkets, in bushel and 1/2 bushel cost less, save storage space and stack and truck well. They are available in color and can be special printed for you.



Jumble Pack Bu.

Many large operators also like these jumble pack boxes that come in bushel and 1/2 bushel sizes. They are sturdy, attractive and easy to handle.

Inquire about Boxes for Bagged Apples. Also ask for information on our berry and grape boxes.

**DURHAM
CONTAINER CO.**
2002 E. Pettigrew St.
Durham, N.C.

or

**WABASH FIBRE
BOX CO.**
2000 N. 19th St.
Terre Haute, Ind.

CARTONS, CONSUMER

Atlas Boxmakers, Inc., 5025 W. 65 St., Chicago, Ill.
Fibreboard Products Inc., 1789 Montgomery St., San Francisco, Calif.
Fibreboard Products (Eastern Div.) Inc., Baltimore, Md.
Fort Wayne Corrugated Paper Co., Fort Wayne 1, Ind.
Friday Pack Containers Div., Pacific Pulp Molding Co., 2035 S. W. 58th St., Portland, Oreg.
Fruit & Produce Packing Co., 700 W. Morris, Indianapolis, Ind.
Robert Gair Co., Inc., 155 E. 44 St., N. Y. 17, N. Y.
Gaylord Container Corp., 111 N. 4th St., St. Louis, Mo.
The Hinde & Dauch Paper Co., Sandusky, Ohio
Ohio Boxboard Co., Rittman, Ohio
PrePackage Sales Corp., Rock Island, Ill.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Wabash Fibre Box Co., Terre Haute, Ind.

CUSHIONS

Berryville Basket Co., Inc., Berryville, Va.
F. D. Croce & Co., Inc., 386 Washington, N. Y., N. Y.
Fruit & Produce Packing Co., 700 W. Morris, Indianapolis, Ind.
Fruit & Produce Packing Co., Indianapolis, Ind.
Hinde & Dauch Paper Co., Sandusky, Ohio
Keyes Fibre Sales Corp., 420 Lexington Ave., N. Y. 17, N. Y.
Kimberly-Clark Corp., Neenah, Wis.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Simplex Paper Corp., Adrian, Mich.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Tyson Orchard Service, Flora Dale, Pa.
Webster Basket Co., Webster, N. Y.

CUTTERS BINDING WIRE

H. K. Porter Inc., Somerville, Mass.

FILMS AND FOILS

Aluminum Co. of America, 425 6th, Pittsburgh, Pa.
Brooks Paper Co., 400 Security Bldg., St. Louis, Mo.
Celanese Corp. of America, 180 Madison Ave., N. Y., N. Y.
Central States Paper & Bag Co. Inc., 5221 Natural Bridge Ave., St. Louis 15, Mo.
Continental Can Co., Shellmar-Betner Div., 100 E. 42nd St., N. Y. 17, N. Y.
Dow Chemical Co., Midland, Mich.
E. I. du Pont de Nemours & Co., Film Dept., Wilmington 98, Del.
Fruit & Produce Packing Co., 700 W. Morris, Indianapolis, Ind.
Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, Ohio
Newark Paraffine & Parch. Paper Co., 50 Jelliff Ave., Newark 8, N. J.
Oneida Paper Products, Inc., Clifton, N. J.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Reynolds Metals Co., 2500 S. 3rd St., Louisville, Ky.
Rice, Trew & Rice Co., Biglerville, Pa.
Traver Div., Container Corp. of America, 358 W. Ontario St., Chicago, Ill.
The Visking Corp., Plastics Div., Terre Haute, Ind.

FRINGES

Continental Paper Products Co., 1000 W. Louisiana Ave., Denver, Colo.
Fruit & Produce Packing Co., 700 W. Morris, Indianapolis, Ind.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Simplex Paper Corp., Adrian, Mich.
Tyson Orchard Service, Flora Dale, Pa.

FRUIT CUPS

Harvey Paper Products Co., Sturgis, Mich.
Oldmill Paper Products Corp., Long Island City, N. Y.

LABELS AND TAGS

American Colortype Co., 1151 Roscoe St., Chicago, Ill.
Bartlett Label Div. Lambooy Label & Wrapper Co., Kalamazoo, Mich.
Brandau-Craig-Dickerson Co., 304 10th Ave., Nashville, Tenn.
Cincinnati Cordage & Paper Co., Lima, Ohio
Dennison Mfg. Co., Framingham, Mass.
Fibreboard Products, Inc., 1789 Montgomery St., San Francisco, Calif.
J. L. May Co., 121 W. 19th St., N. Y. 11, N. Y.
Milprint Inc., 4200 N. Halton St., Milwaukee, Wis.
A. B. Morse Co., St. Joseph, Mich.
Reynolds Metals Co., 2500 S. 3rd St., Louisville, Ky.
Schmidt Lithograph Co., Second and Bryant Ave., San Francisco 7, Calif.
Stetler-Truong Lithograph Corp., 400 Battery, San Francisco, Calif.
Tompkins' Label Service, 3213 Frankford Ave., Philadelphia 34, Pa.
Valley Tag & Label Co., Ripon, Calif.

Longer Service Life



for Boxes, Hampers

Will unprotected field boxes and hampers steal some of your profits this year? Cellu-san gives picking containers L-S-L, Longer Service Life, and cuts repair and maintenance costs.

The fungicides in Cellu-san prevent wood-weakening rot as well as contaminating mold. The water repellents in Cellu-san keep just the right amount of moisture in the wood. Containers won't dry out, become brittle and break so easily, nor become waterlogged.

All this protection is yours for a few pennies per box with a simple 3-second dip application! Write today for HOW TO SAVE WITH CELLU-SAN, the first and only water repellent wood preservative developed expressly for the food industry.

Cellu-san

Division of Durworth, Inc.
Peach Lane, Simsbury, Connecticut
Western Office, P.O. Box 1422, Palo Alto, Calif.

LABELS

that attract attention



Your products attractively labeled will command buyer attention wherever displayed.

If you need an outstanding label for your cider jars or a colorful foil seal for your jelly jars ask for our suggestions.

We specialize in gummed and ungummed labels of all kinds, foil labels and embossed seals, roll labels, die cut labels, heat-seal and greaseproof labels.

Write us for samples and prices.

BARTLETT LABEL COMPANY
2136F PORTAGE STREET
KALAMAZOO - MICHIGAN

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Berryville Basket Co., Inc., Berryville, Va.
Central States Paper & Bag Co. Inc., 5221 Natural
13, Bridge Ave., St. Louis 15, Mo.
F. D. Croce & Co., Inc., 386 Washington St., N. Y.
N. Y.
Frank L. Deaner & Son, Inc., Sodus, Mich.
Fort Wayne Corrugated Paper Co., Fort Wayne 1,
Ind.
Fruit & Produce Packing Co., 700 W. Morris, Indi-
anapolis, Ind.
Kalamazoo Vegetable Parch. Co., Parchment, Mich.
New Albany Box & Basket Co., New Albany, Ind.
Newark Paraffine & Parchment Paper Co., 50 Jeliff
St., Newark 8, N. J.
Rice, Trew & Rice Co., Biglerville, Pa.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Tyson Orchard Service, Flora Dale, Pa.
Webster Basket Co., Webster, N. Y.

MARKING DEVICES

Cushman & Denison Mfg. Co., 153 W. 23rd St.,
N. Y. 11, N. Y.
Kin-E-Matic Mach.-Engng. Co., Dearborn, Mich.
Rivet-O Mfg. Co., Orange, Mass.

PACKAGING MACHINERY

Aeroglide Corp., 510 Glenwood Ave., Raleigh, N. C.
Oliver Machinery Co., 1025 Clancy N. E., Grand
Rapids, Mich.
Package Machinery Co., E. Longmeadow, Mass.
Saranac Machine Co., Benton Harbor, Mich.
Stokes & Smith Co., Div. Food Machinery & Chem.
Corp., 59 Tabor Rd., Philadelphia 24, Pa.
Trescott Co., Fairport, N. Y.
Troyer Mfg. Co., Smithville, Ohio

PADS

California Container Corp., Emeryville, Calif.
Continental Paper Products Co., 1000 W. Louisiana
Ave., Denver, Colo.
Frank L. Deaner & Son, Inc., Sodus, Mich.
Fort Wayne Corrugated Paper Co., Fort Wayne 1,
Ind.
Fruit & Produce Packing Co., 700 W. Morris, Indi-
anapolis, Ind.
Gaylord Container Corp., 111 No. 4th St., St. Louis,
Mo.
Kimberly-Clark Corp., Neenah, Wis.
New Albany Box & Basket Co., New Albany, Ind.
Producer's Exchange, Inc., 20 S. Huron St., Toledo
4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Tyson Orchard Service, Flora Dale, Pa.
Wood Conversion Co., 1st National Bank Bldg., St.
Paul 1, Minn.

PAPER, SHREDDED

Brooks Paper Co., 400 Security Bldg., St. Louis, Mo.
E. I. du Pont de Nemours & Co., Inc., Film Dept.,
Wilmington 98, Del.
Fruit & Produce Packing Co., 700 W. Morris, Indi-
anapolis, Ind.
Kalamazoo Vegetable Parchment Co., Parchment,
Mich.
Pioneer Paper Stock Co., 436 W. Ohio St., Chicago,
Ill.
Producer's Exchange, Inc., 20 S. Huron St., Toledo
4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Sylvania Div. American Viscose Corp., 1617 Penn.
Blvd., Philadelphia 3, Pa.
Tyson Orchard Service, Flora Dale, Pa.

PROTECTIVE COATINGS

Food Machinery & Chem. Corp., Riverside, Calif.
B. F. Goodrich Chemical Co., Rose Bldg., Cleve-
land 15, Ohio
Goodyear Tire & Rubber Co., 1144 E. Market St.,
Akron, Ohio

STAMPING INKS AND PADS

Rivet-O Mfg. Co., Orange, Mass.
Tyson Orchard Service, Flora Dale, Pa.

STAMPS, RUBBER

Producer's Exchange, Inc., 20 S. Huron, Toledo 4,
Ohio
Rivet-O Mfg. Co., Orange, Mass.
Salt Lake Stamp Co., 43 W. 3rd So., Salt Lake City,
Utah
Tyson Orchard Service, Flora Dale, Pa.

TRAY PACKS

Fort Wayne Corrugated Paper Co., Fort Wayne 1,
Ind.
Friday Pack Containers Div., Pacific Pulp Molding
Co., 2035 S. W. 58th St., Portland, Ore.
Fruit & Produce Packaging Co., 700 W. Morris, Indi-
anapolis 6, Ind.
Keyes Fibre Sales Corp., 420 Lexington Ave., N. Y.,
N. Y.
Traver Div., Container Corp. of America, 358 W.
Ontario St., Chicago, Ill.

JULY, 1955

FRUIT PACKAGING HEADQUARTERS LET US HELP YOU

• INCREASE YOUR PROFITS WITH OUR SPECIALLY DESIGNED PAPER CONTAINERS

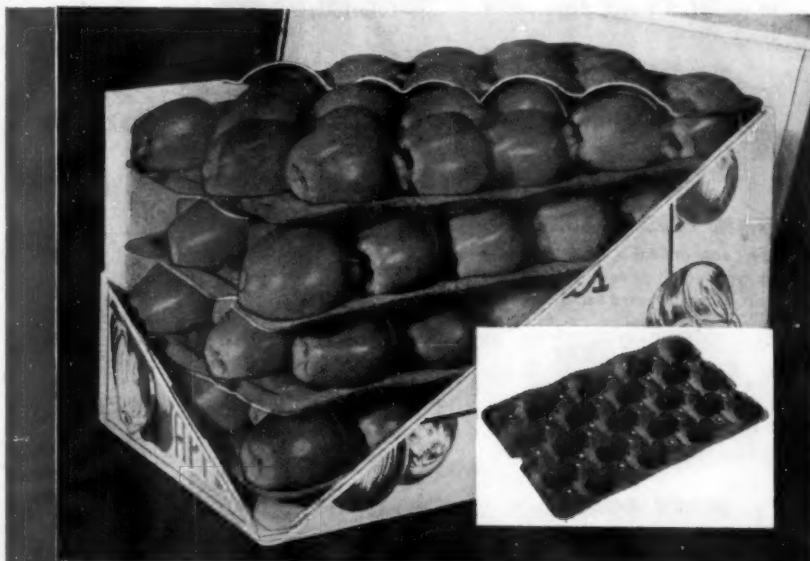
- Cider Bottle—for fresh or frozen cider. Fits well in refrigerator. Costs only \$41.50 per M with Hood Seal Cap.
- Kraft Paper Sacks—attractively illustrated and printed with your name and address. Save your baskets. Available in peck, half bushel and bushel sizes.
- Stor-Pak Bags—printed with your name, address and a colorful fruit design. Ideal for roadside markets and retail outlets. Half peck and peck sizes.
- Labels—for cider bottles, polyethylene bags, etc. Printed in one to three colors. Requires no water—just tear off back and stick.
- Tape—printed in one to three colors, up to three inches wide, using scotch-paper acetate or cellophane tape. For use on baskets, boxes, polyethylene bags and cider bottles.
- Film—printed polyethylene bags, cellophane bags, rolls and sheets.



Polyethylene Apple Bags

CINCINNATI CORDAGE & PAPER CO.

East Wayne & Scott Sts., Lima, Ohio



For storage, shipment or display... protect your apples with KYS-PAK®

Each apple packed in KYS-PAK is cushioned in its own separate compartment, perfectly protected, completely ventilated. KYS-PAK is extra-strong molded pulp, oil treated to prevent scald.

KYS-PAK cuts packing costs, saves you time and money. And because your apples arrive in 100% salable condition ready

for attractive store display, they command premium prices.

KYS-PAK is suitable for all varieties of apples and is supplied in sizes from 48 to 216 count pack. When properly graded, all these sizes will weigh 42 lbs. net per box. KYS-PAK can be used in corrugated, wood or wire-bound containers.

FILL IN THIS COUPON

Keyes Fibre Sales Corporation, Dept. AF
420 Lexington Avenue, New York 17, N. Y.
Please send further information on KYS-PAK for apples.

NAME

NAME OF FIRM

ADDRESS



Shippers

GET EXTRA PROFITS NOW!

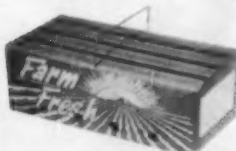
Order these money-making

Fort Wayne FRUIT BOXES AND BASKETS



TOMATO BASKETS

10 pound, 8 quart; 5 pound, 4 quart. Wood or wire handle.



FARM FRESH BASKETS

Sturdy, economical carrier for any home grown fruit or vegetable. 4 and 8 quart, wood or wire handle.



BERRY BOXES

8 quart (12 quart size also available). No top pressure on berries. Retail eye appeal.



DISPLAY PACK

Face-and-Fill or Jumble Pack
Get big volume, high profit sales for apples and peaches. 2-piece construction, folds completely by hand, double bottom, ends and sides. Sizes, 1/2 and 1 bushel.

WRITE, WIRE OR PHONE
YOUR ORDER TODAY!



Fort Wayne
CORRUGATED PAPER COMPANY

130 EAST DOUGLAS AVENUE FORT WAYNE 1, INDIANA
PHONE ANTHONY 4383

- Quick, easy to assemble and inspect
- Greater stacking strength
- Reduce spoilage, bruising
- Keep out moisture and dirt
- Colorfully printed for buyer appeal



PEACH BOXES

1/2 bushel face-and-fill. Assembles without equipment, offers superior protection, displays for impulse buying.



3-tier kys tray packed—for safe shipment of tree ripened peaches to markets. One-piece, folds quickly, has double sides and ends.

APPLE BOXES



BUSHEL JUMBLE PACK

Rugged construction protects your fruit, colorful design stimulates sales. Lock on cover, folds by hand, has double bottom, ends and sides.

WRAPPERS

OILED

Berryville Basket Co., Inc., Berryville, Va.
Central States Paper & Bag Co., Inc., 5221 Natural Bridge Ave., St. Louis 15, Mo.
Fort Wayne Corrugated Paper Co., Fort Wayne 1, Ind.
Fruit & Produce Packing, Inc., 700 W. Morris, Indianapolis, Ind.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Tyson Orchard Service, Flora Dale, Pa.

PLAIN

Fort Wayne Corrugated Paper Co., Fort Wayne 1, Ind.
Fruit & Produce Packing, Inc., 700 W. Morris, Indianapolis, Ind.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.

TRANSPARENT

Brooks Paper Co., 400 Security Bldg., St. Louis, Mo.
Continental Can Co., Shellmar-Belner Div., 100 E. 42nd St., N. Y., N. Y.
Dobackman Co., 3301 Monroe Ave., Cleveland, Ohio
E. I. du Pont de Nemours & Co., Inc., Film Dept., Wilmington 98, Del.
Firestone Tire & Rubber Co., 1200 Firestone Parkway, Akron, Ohio
B. F. Goodrich Co., 500 S. Main St., Akron, Ohio
Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, Ohio
Mehl Mfg. Co., 2057 Reading Rd., Cincinnati, Ohio
Milprint Inc., 4200 N. Holton St., Milwaukee, Wis.
Nashua Corp., Nashua, N. H.
Onida Paper Products Co., Clifton, N. J.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Sylvania Div., American Viscose Corp., 350 Fifth Ave., N. Y., N. Y.
Traver Div., Container Corp. of America, 358 W. Ontario St., Chicago, Ill.
The Visking Corp., Plastics Div., Terre Haute, Ind.

Maintenance Equipment

DRILL PRESSES, LATHES, MILLING MACHINES, SHAPERS

Boice-Crane Co., 941 W. Central Ave., Toledo 6, Ohio
Delta Power Tool Div., Rockwell Mfg. Co., 400 N. Lexington Ave., Pittsburgh 8, Pa.
Shelden Machine Co., Inc., 4231 N. Knox Ave., Chicago 41, Ill.

ELECTRIC PLANTS

Caterpillar Tractor Co., Peoria, Ill.
Fairbanks, Morse & Co., 660 S. Michigan Ave., Chicago 5, Ill.
General Electric Co., 1 River Road, Schenectady, N. Y.
Homelite Corp., Port Chester, N. Y.
Kewanee Private Utilities, Kewanee, Ill.
Kohler Co., Kohler, Wis.
Lejay Mfg. Co., 2908 Emerson Ave., S., Minneapolis 8, Minn.
D. W. Onan & Sons, Inc., University Ave. S. E., at 25th, Minneapolis 14, Minn.
United Motors Service, Div. of General Motors Corp., General Motors Bldg., Detroit 2, Mich.
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

LUBRICATING EQUIPMENT

Alemite Div., Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.
Aro Equipment Corp., Bryan, Ohio
DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio
Lincoln Engineering Co., 4010 Goodfellow Blvd., St. Louis, Mo.

WELDERS

Allis-Chalmers Mfg. Co., 1126 So. 70th St., Milwaukee 1, Wis.
Forney Mfg. Co., Fort Collins, Colo.
General Electric Co., 1 River Road, Schenectady, N. Y.
Hobart Bros. Co., Troy, Ohio
Lejay Mfg. Co., 2908 Emerson Ave., S., Minneapolis 8, Minn.
Lincoln Electric Co., 22801 St. Clair St., Cleveland 17, Ohio
Linde Air Products Co., Unit of Union Carbide & Carbon Corp., 30 E. 42nd St., N. Y., N. Y.
Magic Electro Welder Mfg. Co., 239 Canal St., N. Y., N. Y.
Marquette Mfg. Co., Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.
Miller Electric Mfg. Co., Appleton, Wis.
Trindl Products, Ltd., 15 E. 23rd St., Chicago 16, Ill.
U. S. Electric Welder Corp., Toledo 7, Ohio
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

AMERICAN FRUIT GROWER

FENCING and Trellises

AUGERS

HAND

A. M. Leonard & Son, Piqua, Ohio

POWER (Tree Hole)

Continental Belton Co., Belton, Tex.
Danuser Machine Co., Fulton, Mo.
Farm Equipment Div., Standard Steel Works, N. Kansas City, Mo.
Ferguson Div., Racine, Wis.
Ottawa Mfg. Co., Ottawa, Kans.
J. R. Prewitt & Sons, Inc., Pleasant Hill, Mo.
Roper Mfg. Co., Zanesville, Ohio
Sterling Foundry Co., Sterling, Ill.
Winpower Mfg. Co., Newton, Iowa

DIGGERS

Continental Belton Co., Belton, Tex.
Danuser Machine Co., Fulton, Mo.
Farm Equipment Div., Standard Steel Works, N. Kansas City, Mo.
Ferguson Div., Racine, Wis.
Ottawa Mfg. Co., Ottawa, Kans.
True Temper Corp., 1623 Euclid, Cleveland 15, Ohio

POST DRIVER

Danuser Machine Co., Fulton, Mo.

POSTS

American Steel & Wire Div., Rockefeller Bldg., Cleveland 13, Ohio
Calumet Steel Div., Borg-Warner Corp., 310 S. Michigan Ave., Chicago 4, Ill.
Kitselman Bros., Muncie, Ind.
Republic Steel Corp., Republic Bldg., Cleveland 1, Ohio
Wood Products Co., Toledo 12, Ohio

WIRE

American Steel & Wire Div., Rockefeller Bldg., Cleveland 13, Ohio
Bethlehem Steel Co., Bethlehem, Pa.
Calumet Steel Div., Borg-Warner Corp., 310 S. Michigan Ave., Chicago 4, Ill.
Continental Steel Corp., Kokomo, Ind.
Interlocking Fence Co., Morton, Ill.
Jones & Laughlin Steel Corp., Pittsburgh 30, Pa.
Kitselman Bros., Muncie, Ind.
Pittsburgh Steel Co., 3 Gateway Center, Pittsburgh 30, Pa.
Wickwire Spencer Steel Div., Colorado Fuel & Iron Corp., 575 Madison Ave., N. Y., N. Y.

Motorists will be attracted to your roadside market—provided it is good-looking and well located. Working drawings for an attractive, easy-to-build stand are available for \$1.50 from AMERICAN FRUIT GROWER, Willoughby, Ohio.

FROST PROTECTION

FROST ALARM INDICATORS

Minneapolis-Honeywell Regulator Co., 2747 Fourth Ave. S., Minneapolis, Minn.
Precision Thermometer & Instrument Co., 1433 Brandywine St., Philadelphia 30, Pa.
Taylor Instrument Co., Ames St., Rochester 1, N. Y.

ORCHARD HEATERS

California Heater Co., Pomona, Calif.
Evans Products Co., Plymouth, Mich.
National-Riverside Co., Riverside, Calif.
Robinson Blower & Engineering Corp., San Martin, Calif.
Scheu Products Co., Upland, Calif.

THERMOMETERS

See Storages

WIND MACHINES

Friend Mfg. Co., Gasport, N. Y.
Frostmaster Wind Machine Co., Laverne, Calif.
National Frost Protection Co., Inc., Glendale, Calif.

JULY, 1955



NOTHING..

heat seal, staples,
twisted wire or string—
offers ALL the advantages of

KWIK LOK®

PLASTIC BAG CLOSURES!

Snaps On Firmly

Fast, simple and easy to use. KWIK LOKS simply snap in place. No strings to tie, no stapling, no special equipment and no damage to the bag.

Snaps Off Too!

KWIK LOKS are ideal for pre-packaged produce. Just snap the KWIK LOK off when defective contents need replacing, then snap back in place for a firm, positive closure.

Smart Appearance

The KWIK LOK makes an attractive addition to your pre-packaged produce. Identifies your brand and provides price marking space right on top of your package where it's most effective.

Write for FREE samples
and FULL DETAILS . . Today!

KWIK LOK CORPORATION

P. O. BOX 2098
YAKIMA, WASHINGTON



STORAGES

BLOWERS, FANS, DIFFUSORS

American Blower Corp., 8111 Fireman, Detroit, Mich.
 Boggs Mfg. Corp., Atlanta, N. Y., Detroit Lakes, Minn.
 Buffalo Forge Co., 490 Broadway, Buffalo, N. Y.
 Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.
 Clarage Fan Co., Kalamazoo 14, Mich.
 De Vilbiss Co., 300 Phillips Ave., Toledo 1, Ohio
 Frick Company, Waynesboro, Pa.
 General Electric Co., Bloomfield, N. J.
 Howe Ice Machine Co., 2825 Montrose Ave., Chicago 18, Ill.
 H. D. Hudson Mfg. Co., 589 E. Illinois St., Chicago 11, Ill.
 Ilg Electric Ventilating Co., 2850 N. Pulaski Road, Chicago, Ill.
 Master Fan Corp., 1323 Channing St., Los Angeles, Calif.
 Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit 32, Mich.
 Niagara Blower Co., 405 Lexington, N. Y. 17, N. Y.
 Northern Blower Co., 6500 Barberton, Cleveland 2, Ohio
 Western Blower Co., 1800 Airport Way, Seattle, Wash.
 Westinghouse Elec. Corp., 306 Fourth Ave., Pittsburgh 30, Pa.
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 Celotex Corp., 120 So. LaSalle, Chicago, Ill.
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 Truscon Steel Div., Republic Steel Corp., Youngstown, Ohio
 York Corp., York, Pa.

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 Ilg Electric Vent. Co., 2850 N. Pulaski, Chicago 41, Ill.
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 Johns-Manville Corp., 22 E. 40th St., N. Y. 16, N. Y.

Kalamazoo Tank & Silo Co., Kalamazoo, Mich.

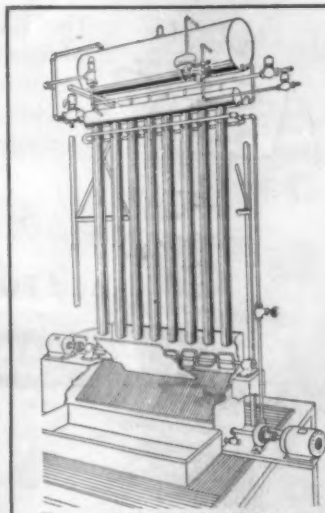
Kimberly-Clark Corp., Neenah, Wis.
 Masonite Corp., 111 W. Washington, Chicago 2, Ill.
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 Mundet Cork Co., North Bergen, N. J.
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Johns-Manville Corp., 22 E. 40th St., New York 16, N. Y.
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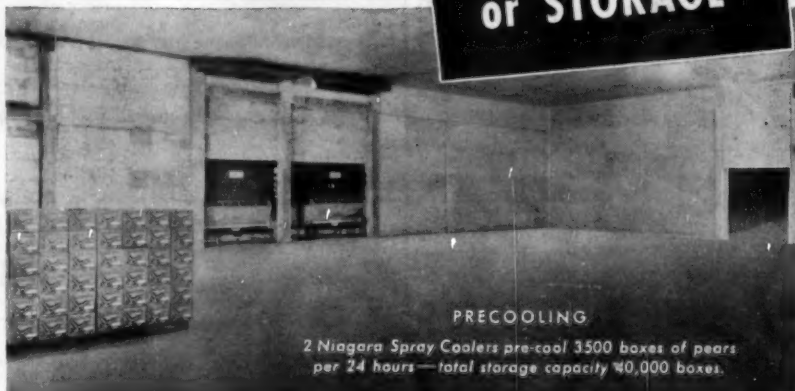
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JULY, 1955

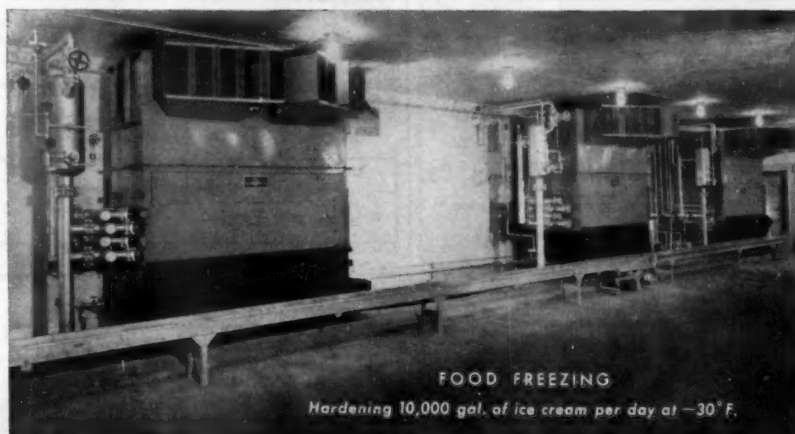
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Consult Alphabetical Index
on Pages 18 and 19

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Crosley Div., Avco Mfg. Corp., Cincinnati 25, Ohio
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AMERICAN FRUIT GROWER



From where I sit ... *by* Joe Marsh

"Light" Snack For Ducks

Coming back from Balesville the other night I noticed a powerful light at Whitey Fisher's Duck Farm. Seemed to be shining out over the water.

I stopped to ask Whitey what went on. He took me down to his pond and pointed out a 200-watt bulb—rigged up on a pole about three feet above the surface. The light was attracting thousands of insects for the ducks to eat.

Seemed kind of odd to me—but but Whitey was enthusiastic. "Best idea I ever heard of," he claims. "Keeps the feed bill down—and the bug population, too. Why do

you suppose I never thought of it before?"

From where I sit, Whitey's the type who's always ready to pioneer a worth-while new trick. Me, I stick to old methods. Just a case of personal feeling, I guess... like the way you may prefer coffee with meals while I always prefer a traditional glass of beer. Not that I'd claim you're wrong—respect for the other man's opinion is my "guiding light."

Joe Marsh

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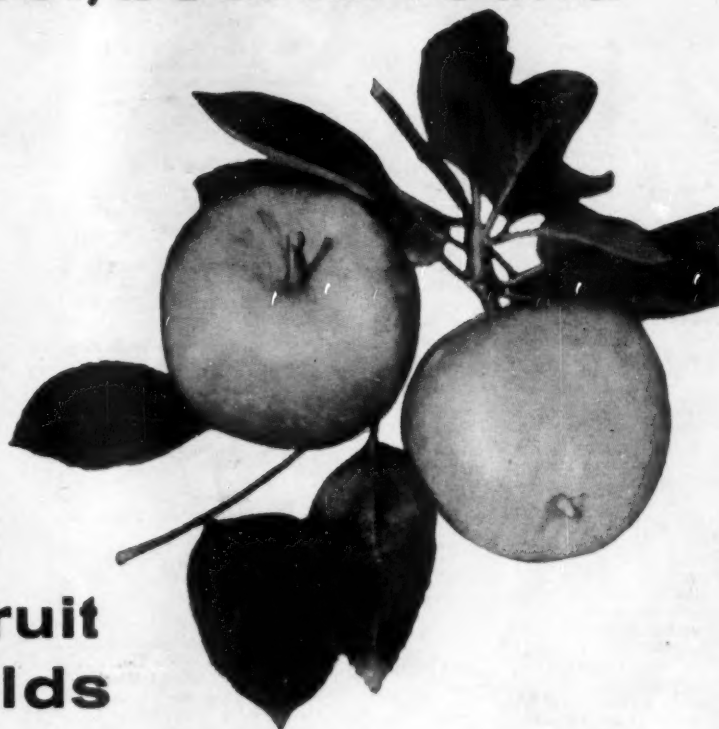
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